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RENEW FIGHT AGAINST AMUSEM'T TAX

PROBLEM SAME IN UK & CANADA: IMPOSTS REDUCE ATTENDANCE

As Canadian motion picture exhibitors renewed their battle against amusement taxes J. Arthur Rank announced in London that he must have relief from that type of impost in the United Kingdom or discontinue production after July.

As in Ontario, where there is a 20 per cent tax on each ticket, attendance has declined as the pursestrings of average moviegoers are strained.

A greater determination to bring about a reduction in the Ontario tax was indicated by the tenor of many speeches at both the annual business session and the luncheon of the Motion Picture Theatres Association of Ontario. These took place recently at the King Edward Hotel, Toronto.

To give direction to this vigor-

(Continued on Page 3)

Rank Companies Facing Crisis

In the face of excessive taxation and restrictive regulation, J. Arthur Rank has just about conceded defeat in his battle with Hollywood for world film markets and will make only from six to ten films during the next six months, it was indicat-

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New Faces Seen On Ontario Exec

Popular choice for president of the Motion Picture Theatres Association of Ontario as successor to H. C. D. (Dick) Main was Roy Miller of St. Catharines, one of the province's most popular and highly regarded exhibitors. In Western Ontario Mil-

(Continued on Page 5)

Kennedy Heads E-U Public Relations

A. W. Perry, president of Empire-Universal Films, Ltd. has announced his appointment of Walter Kennedy, a veteran of the industry whose experience is varied, as the company's public relations representative.

Kennedy, Perry stated, "will assume this very important position immediately." His offices will be on the second floor of Emp-U at 277 Victoria St.

Emp-U's new PR rep is widely known and popular. He has been in the exhibition and distribution fields and knows the trade from the top down.

Ferrer Signs Pact

Jose Ferrer has signed a five-year contract with 20th Century Fox.

Maritime Allied's Annual Meeting

The Maritime Allied Exhibitors Association ratified all the resolutions of the Motion Picture Industry Council of Canada after hearing the report of A. J. Mason of Springhill, NS, and Gordon Spencer of Saint John, NB. Both were delegates.

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Name Stern Asst. Monogram GM

Assistant general sales manager for Monogram Pictures of Canada, Ltd. is Irving Stern, it has been announced by Frank Vaughan, who recently vacated that post to become general sales manager as successor to Oscar Hanson. The company handles

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Variety Village Opens Officially On 16th

The eyes of the amusement community of this continent are on Toronto, where on November 16 civic and state dignitaries, joined by Danny Kaye, will participate in the official opening of Variety Village, a vocational guidance school for physically-handicapped children, by the Premier of Ontario, the Hon. Leslie M. Frost. The school is the two-year-old project of Tent 28, Toronto, Variety International.

Named by the Arrangements Committee convened by Canvasman Hye Bossin, representative of The Crew, as its co-chairmen were William Summerville,

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Edmund Gwenn Cast

Edmund Gwenn has been added to the cast of Warners' Pretty Baby, which stars Dennis Morgan and Betsy Drake.

NEWS OF THEATRE BUILDING

Fred Steffin has opened his 350-seat Century Theatre in Bonnyville, Alberta, replacing the community's only situation, the old 240-seat Century. George Miller recently started operations in his 355-seat, $30,000 Main Theatre, suburban house in Vancouver, and Alex Stratichuck opened his 360-seat house in Andrew, Alberta, where formerly the only situation was A. Kaminski's 250-seat Andrew.

The Biltmore Theatre in Kitchener, Ontario, newest unit in the Biltmore circuit, is expected to be completed late this month.

Work has started on Leon Richard's project in Mont Joli, Quebec, and Kitchener Drive-in Theatres Limited's 1,000-car drive-in near Kitchener, Ontario.

Industry construction figures, from January, 1946, up to the present date, read: 338 theatres opened (of which 117 went into operation this year), 111 in work and 139 planned for a total of 588, which includes 35 drive-ins open, nine under way and 25 planned.

Record Remittance Of 1949 Film Rentals

The Canadian Co-operation Project was explained to H. W. Herridge, MP for Kootenay West, British Columbia, in answer to an enquiry which he directed to the Department of Trade and Commerce head, the Hon. C. D. Howe, in the House of Commons. Meanwhile the Project began attracting more trade paper attention than ever before. Today's Cinema of London headed its major story of a recent issue: "$300 Million Tourist Drive Saves Film Freeze in Canada," while Variety, USA Weekly, reported: "Can. Prods. Shun Yank Help, Want Partial Freeze of $12,000,000 U.S. Take."

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Theatre Taken Over

Casey Swedlove has taken over the 498-seat Prescott Theatre in Prescott, Ontario, from Mrs. Shirley Scott.

GURSTON ALLEN NOW TRADE BOARD HEAD

Successor to Haskell M. Masters as president of the Motion Picture Branch of the Toronto Board of Trade is Gurston Allen of Premier Operating Corporation. He was succeeded as vice-president by Frank Fisher of Eagle-Lion Films of Canada. The executive committee consists of R. W. Bolstad, J. Earl Lawson, A. W. Perry, Wm. Redpath and N. A. Taylor.

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CO-STARRING
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She's the girl!
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EDMOND O'BRIEN
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RAOUL WALSH
Screen Play by Ivan Goff and Ben Roberts
Suggested by a Story by Virginia Kellogg • Music by Max Steiner
NEW HIT! NEW HEIGHTS! FOR THE CANADIAN SCREEN

RANK CRISIS

(Continued from Page 1)

ed in his annual report to Odeon Theatres Ltd. and associated companies. Joint production with USA companies was being discussed.

Before future production is scheduled he hoped that the UK government would reduce the 40 per cent amusement tax which was strangling business. "Too much of the industry lifeblood is being drained out of the box office in taxes."

Rank reported an "unsatisfactory and disappointing and particularly unhappy" financial year. Accounts of the £68,000,000 film empire showed a net loss before taxation of £746,000 for the year that ended June 25, as compared with the previous year's profit of £4,175,000. Trading profits fell by £4,321,000, reflecting a loss on production of about £3,035,000.

Rank called his description of his battle with the USA film industry a "sorry account."

In August, 1947, the British Government, in an effort to save dollars on film imports, imposed a 75 per cent duty that caused American producers to withhold their product from the British market for eight months.

British producers were called upon to keep the public entertained and theatres open. Just as their increased production was coming into the market the import duty was repealed and British pictures had to compete with the backlog of Hollywood's best, Rank explained.

Many of the British pictures lacked popular appeal, because the country's capacity had been spread too thinly.

There was also a postwar decline in theatre attendance.

Another effect of the dispute with American producers was that the latter's attitude changed toward showing British films, Rank said, and dollar earnings from British pictures declined.

Fox Purchases Novel

Theodore Bonnet's "The Mudlark" has been bought by Fox.

William Desmond, 71, Silent Star, Dies

William Desmond, one of the top stars of the silent movies, died recently in hospital in Hollywood of a respiratory ailment.

Before appearing in his first movie, Peggy, in 1915, Desmond was a well known stock actor, appearing with several famous companies, later being headlined on the Keith and Orpheum circuits. He once toured Canada and Australia with his own company.

His wife, the former Mary McIvor, also a star of the silent films, died in 1941. Surviving are two daughters.

Fight Amusement Tax

(Continued from Page 1)

ous anti-tax sentiment a committee headed by H. C. D. Main of Sutton, immediate past president, was set up, its members being Morris Stein, Raymond Allen, H. S. Mandell, George Peters and Stanley Gosnell.

John J. Fitzgibbons, chairman of the Motion Picture Industry Council of Canada, was unavoidably absent but in a wire said:

"We feel that all members at this meeting today should make a strong appeal to the Premier of Ontario, Mr. Leslie Frost, and ask him and his government to give immediate consideration to a reduction in the present twenty percent provincial amusement tax because this very high tax is levied against the great mass of men, women and children of the Province of Ontario who can least afford to pay. It is very obvious when comparisons are made of present per capita attendance in Ontario with present per capita attendance in other Canadian provinces where lower amusement tax rates now prevail that a reduction in the provincial tax would be received enthusiastically by the moviegoing patrons of the Province of Ontario."

Members of the MPTAO would pass any reduction in tax on to the public, the wire continued, and the opinion expressed by the writer was that the government's share would not drop sharply because the smaller admission price would increase attendance.

Fitzgibbon's wire was read at the luncheon in the Vanity Fair, where a number of the speakers touched on the unfairness of the present amusement tax. Gordon Lightstone, president of the Canadian Motion Pictures Distributors Association, deplored the government's indifference to "collective representation" and claimed that "this industry has never received the consideration it deserves."

George Peters, newly-elected vice-president of the MPTAO, also spoke critically of the tax and the increasing number of regulations, while Roy Chown, speaking for the Alberta Theatre Association, told how successful his organization had been in winning government recognition for their arguments against an excessive tax.

AT THE MPTAO ANNUAL LUNCHEON IN TORONTO
Left to right: Angus Jewell, Windsor; Lionel Lester, Toronto; Mr. and Mrs. Lew Consky, Mattawan; and Douglas Wark, Burks Falls.

'The Wizard Of Oz' Doing Top Business

MGM's reissue of The Wizard of Oz, starring Judy Garland, Ray Bolger, Jack Haley and Bert Lahr, now in its second week at the Uptown, Toronto, is doing phenomenal business. Manager Stan Gosnell packed in 7,512 adults and 3,724 children on the opening Saturday.

In 'Family Skeleton'

Paul Douglas will star opposite Susan Hayward in 20th Century-Fox' Family Skeleton.

UA Will Make Seven Films In Britain

Seven features, to be made in Britain by World Screen Plays at a cost of $2,800,000 during the next three years, will be sponsored and distributed by United Artists.

Para Title Change

Paid in Full is the new title for Paramount's Hal Wallis production formerly known as Bitter Victory. Lizabeth Scott, Robert Cummings and Diana Lynn are the stars.

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HYE BOSSIN, Managing Editor

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MARITIME ALLIED

(Continued from Page 1)

Mason was re-elected president and the other officers for the new term are Fred Gregor vice-president for NS, Gordon Spencer, vice-president for NB, Harold Gaudet, vice-president for PEI; P. J. Dwyer, treasurer; and G. A. Walters, secretary. Elected directors were R. S. Roddick, F. G. Spencer, A. A. Fielding, W. W. O. Fenety, B. Holmes and G. A. Walters, while the new executive named was Gordon Spencer, chairman; R. S. Roddick, secretary; and Harold Gaudet, W. W. O. Fenety, G. A. Walters and N. J. April.

Bob Roddick was a witty and gracious chairman of the luncheon at the new Fort Cumberland Hotel in Amherst, NS, where the events were held. A number of government officials, censor board representatives and civic dignitaries attended, several of them speaking on the friendly relationship existing between their departments and the film industry.

Combined with the Association meeting was that of the Maritime Branch of the Canadian Picture Pioneers, the latter taking place the evening before. Elections resulted in P. J. Hogan becoming president; Bruce C. Yeo, vice-president; Leslie A. Sprague, secretary; J. M. Franklin and John Farr, trustees; and A. E. Smith, R. G. Marsh and Fred Gregor, membership committee. About 70 members attended.

MGM's Sixth Comedy

MGM's sixth big comedy of the year is The Reformer and the Redhead, starring June Allyson and Dick Powell, which is now before the cameras.

Von Sternberg Signs RKO Term Contract

RKO has signed Josef Von Sternberg, long identified as one of Hollywood's most distinguished directors, to a term contract effective at once. His first assignment will be the direction of Jet Pilot, one of studio's major features which will be produced in Technicolor by Jules Furthman, with John Wayne and Janet Leigh starring.

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USA REMITTANCE

(Continued from Page 1)

It came as a surprise to some at the recent Motion Industry Council of Canada organization meeting in Ottawa that The Association of Motion Picture Producers and Laboratories of Canada made no reference to the Project, while asking support for its opposition to certain practices of the National Film Board and the Canadian Broadcasting Corporation. It is no secret that individual producers, although they won't be quoted, are critical of the Project because it does little to help Canadian studios keep busy. It was thought this criticism would take organized form and collective expression with the forming of an organization.

The enquiry of Mr. Herridge made public to the daily papers the amount of remittances involved and the question: "Did the United States film industry offer to render any particular service to Canada on account of continued and unrestricted import of films into Canada?"

The reply of Howe gave the amount of money remitted to the USA as theatrical movie rentals and royalty payments for the first six months of 1949 as $5,106,000. This, when contrasted with the 1947 return of $8,378,000 and the 1948 return of $7,833,000 indicated that this will be a record year for Canadian film earnings.

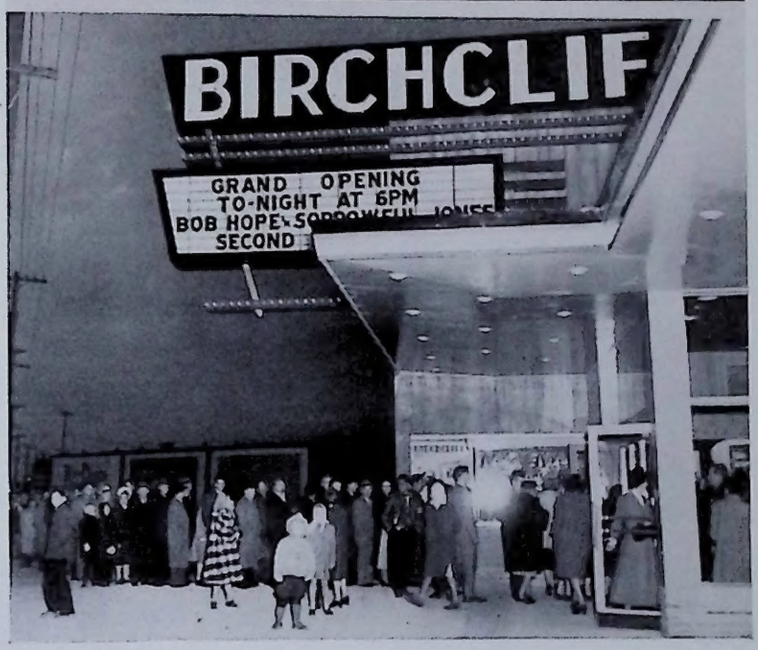
Though the answer to Mr. Herridge's enquiry does not estimate the benefits Canada received from the Project, which is intended to increase tourist travel from the USA, it explains that the showing of Canadian material on USA screens will improve relations between both countries. The Canadian content of USA newsreels has been doubled as a result of it. An organized staff of the Motion Picture Association of America works on the Project.

Cast In 'The Furies'

Wendell Corey will star opposite Barbara Stanwyck in Hal Wallis' The Furies at Paramount.

'Annie Get Your Gun'

Betty Hutton and Howard Keel have the lead roles in MGM's lavish Technicolor production of Annie Get Your Gun.



TWENTIETH CENTURY THEATRES OPENS "BIRCHCLIFF"

The theatre with the most novel appearance of any in Toronto was opened in Birch Cliff, a Toronto suburb, recently by Twentieth Century Theatres. From the front it has the appearance of a glorified ranch house and it is ample and inviting.

Reeve Crockford of Scarborough Township cut the ribbon which officially opened the house, following speeches by Manager Maurice Weldon and N. A. Taylor, president of the company.

The top picture (left to right) shows Twentieth Century executives at the opening: John Kurk, M. L. Axler, Raoul Auerbach, Maurice Weldon, N. A. Taylor, H. S. Mandell and S. V. Roth.

North To Script

Edmund North will script Warners' Bureau of Missing Persons.

In Columbia Film

Patricia Medina has been cast in Columbia's The Fortunes of Captain Blood.

POLICE RAID FOUR ROUYN THEATRES

Saturday matinee performances at four Rouyn, Quebec, theatres were raided recently by Provincial Police on orders of Judge Camille Beaulieu and some 450 children were sent home, while operators of the theatres were charged with admitting children under 16, contrary to a provincial law.

Raids were ordered when three youths appeared in Judge Beaulieu's court and said they had copied the actions of their favorite movie villains when they held up a taxi driver the night previously.

Groucho Marx Cast

Groucho Marx has been cast in Paramount's Mr. Music.

Feist To Direct

Felix Feist will direct United States Pictures' Murder, Inc.

ONTARIO EXEC

(Continued from Page 1)

ler is considered to be the representative theatre man by trade and public and his energetic participation in the welfare of his community has reflected much credit on the Industry.

Miller, who has made his community aware of the Variety Club and other theatre welfare activities, heads an important board for the work of an important year.

Vice-president is George W. Peters, vice-president of Odeon Theatres, who has served in important capacities on the committees of various industry bodies. He is among the most youthful of Canada's top film men.

Treasurer of the organization is Stanley Gosnell, manager of the Uptown, Toronto, and an important figure in the managerial phase of Loew's Canadian operation. Personally popular and recognized for his organizational ability, Gosnell has just been given the high honor of being co-chairman with Wm. Summerville, Jr. of the Arrangements Committee for the opening of Variety Village. He is one of the new faces appearing in administrative and executive activities.

Another new face on the executive board is Ben Ulster, of Toronto, who is now secretary as successor to George Peters. The son of Sam Ulster, one of Ontario's best-known showmen, Ben grew up in the business.

Arch H. Jolley remains as executive secretary. He directs the office of the organization at 21 Dundas Square, Toronto.

Raymond Allen of Theatre Holding Corporation, Toronto, is another making his debut as a director. He heads the Organization and Membership Committee and serving with him are Lou Rosefield of Hamilton, Floyd Rumford of Forest and Morris Berlin of Ottawa.

Dick Main tops the Budget and Finance Committee, which has Stanley Gosnell and Morris Berlin on it, while Morris Stein and George Peters were appointed delegates to the National Committee of Motion Picture Exhibitors Associations of Canada.

U-I To Distribute

U-I will distribute Milton Bren and William Selter's Borderline.

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NOW PICTURES ARE PRESENTING EXHIBITORS

The Huggetts, Britain's slightly fabulous film family, here present The Allens, (The Sol Allen or author-exhibitor section of Canada's celebrated film industry clan), for a very special reason. The Hollywood in Toronto has just celebrated its 20th anniversary as a showcase for British films. The anniversary booking, a handsome hold-over, was the first of the Huggett series, HERE COME THE HUGGETTS. Greetings herewith and therefore from the Huggetts to the Allens, here represented by Sol and Mrs. Allen, Bruce and Gillian.

J. Arthur Rank presents THE HUGGETTS, (Family Comedy Series), HERE COME THE HUGGETTS, VOTE FOR HUGGETT, THE HUGGETTS ABROAD, with Jack Warner, Kathleen Harrison, Susan Shaw, Petula Clark, David Tomlinson, Jimmy Hanley, Dians Dors. Produced by Betty E. Box. An Eagle-Lion Release.

THIS IS A VINTAGE YEAR FOR BRITISH COMEDY

BOOK THEM NOW FROM EAGLE-LION

STERN PROMOTED

(Continued from Page 1)

the product of the Allied Artists-Monogram Hollywood studios.

Stern joined Monogram as a booker six years ago and moved into the sales department three years later. He grew up in the business, for he started in 1929 with his father, Max Stern, who operated the Avalon. He entered the distribution field as a revisor with Universal, became a booker and then a salesman. After five years he left to join the Toronto sales staff of PRC, leaving to join Monogram.

Another promotion was that of Izzy Shapiro from booker to salesman.

Jack Reid, for years United Artists manager in Calgary, has been Monogram's British Columbia manager for some time and is in charge of the Vancouver office.

Reg Doddridge, formerly with RKO and a veteran, is in charge of the Calgary territory.

Ralph Zellickson, formerly with Warner Bros. and Universal, is manager in Winnipeg.

I. J. Davis, formerly booker and salesman in the St. John office, now sells Allied-Mono product exclusively.

Sam Jacobs, another real veteran, represents the company in Montreal and is the branch manager.

Eddie Bracken Signs Contract With RKO

Eddie Bracken has been signed by Howard Hughes to an exclusive long-term starring RKO contract. This is the first deal of its kind negotiated by Hughes since he acquired control of RKO.

Bracken wild report to RKO on January 2, after completing his role at Metro with Judy Garland and Gene Kelly in Summer Stock.

Paul Kelly Signed

Paul Kelly has been signed by Jack H. Skirball and Bruce Manning for a top role with Claudette Colbert and Robert Ryan in Blind Spot at RKO.

Fox Pictures In Ten Toronto First Runs

New films from 20th Century-Fox occupied the screens of six of Toronto's first-run theatres, while a reissue double bill from the company was seen on four more — all in one week recently.

At the University and Eglinton Pinky was the attraction. Everybody Does It day-and-dated at the Shea's, Nortown and Capitol, while I Was a Male War Bride was held over for a fourth week at the Imperial. The Downtown, Glendale, Scarboro and State had the double bill of My Gal Sal and Submarine Patrol.

The new Birch Cliff is the first theatre to be opened with Diesel power only. Nat Taylor got a laugh when from the stage he suggested that the audience come twice weekly to the theatre because "we need a lot of money to pay for it." . . . Syd Roth, who had much to do with the Birch Cliff's preparation, always buys the first two tickets for the opening of any new 20th theatre. And he always gets butterflies in his stomach. Considering how many 20th has opened in the past couple of years, Syd is lucky he hasn't developed ulcers — but I'll wager his butterflies have.

A man phoned the Birch Cliff and was indignant because the theatre wouldn't help him get to the opening by providing a sitter — for his dog . . . **Even though** its seating is modernized, the "MH" on the Massey Hall sign always makes me think it stands for "Moorish Harem" as I look above me in the auditorium. . . . **Oh yes** — Dennis Stone and his band are at the Barclay this season, in case your feet are asking for him.

I listened to Stage 50's "Mr. Arcularis" recently while in bed and was so chilled by the play and Lucio Agostini's music that I drew another blanket over me. . . . **So Ed Gould** has left the McConnell, Eastman ad agency after 14 years to add his name to Muter, Culiner and Frankfurter. Seems only yesterday that Eddie, who handled the Tip Top radio show as well as its newspaper program (among other accounts) came back to Toronto after several years with RKO in New York. Surprising how few film companies made use of his background when they placed Canadian general advertising. I suppose they didn't know a fellow like Gould was in the field.

Big attraction around the town was Roy Chown's gold belt buckle — the one the Calgary Stampede people have him as a gift when he quit as its secretary after 20 years. It has the bucking broncho, the lariat and all and he was always pulling it off on request and putting it back. Roy and good old Matt Park were here for the MPTAO convention. . . . **See where Trainer** Morris Fishman will enter a horse for the King's Plate in 1951 — and call it "Willie Frankel." Morris was one of Willie's newsboy fighters when the latter was training kids as boxers to keep them off the streets. Willie's efforts founded the Lions' and Newsboys' annual boxing championships for charity and he died about 15 years ago from the TB he got peddling papers at all hours and training too hard for the ring. I, too, was one of his newsboy boxers and in 1939 had the honor of writing his life story, "A Saint in Street Clothes," in book form at the request of the Toronto newspapers.

Variety owes a tremendous vote of thanks to Sam Bloom and Sam Fine for allowing Billy Summerville, Jr. to do so much for the club. Billy just got through with handling the ticket job on the Danny Kaye show when, against his better judgment and over his protests, he was drafted to share with Stan Gosnell the chairmanship of the Variety Village opening committee. It's an imposition, we know, but few people have his special talents and general popularity. Billy is B & F's supervisor.

J. J. Fitzgibbons, Sr. will attend the Washington luncheon of the Council of Christians & Jews as a member of the Canadian executive. President Truman will be present. . . . **National Film** Board boys and girls had a big time of it at the tenth anni celebration in the Hull Armouries. . . . **Bert Pearl** went hero-worshipping to the Club Cornell performance of the blind pianist, Art Tatum. Someone introduced Bert, who got the thrill of a lifetime when Tatum knew his name and the Happy Gang gags. The Tatums, when at home, are loyal listeners, it seems.

"In California," says Oscar McQuonk, "no matter how you slice it, it's still abalone." . . . **Nat Taylor** was driving some of us from the Birch Cliff Theatre opening to the Variety Club and when we passed the Woodbine Barney Fox, a lover of the breed, said: "Slow down. I want to see the odds." "Listen to him!" cracked that well-known wit, Septimus Feenf. "Barney Fox — the Wizard of Odds."

HILLY CASS

Montreal manager for MGM, who was one of a number of the company's executives chosen to visit Europe for an exchange of ideas with members of its International sales department.

Members of the Montreal Film Board of Trade gave a luncheon at Ruby Foo's in his honor and presented him with a Graflex camera. The office staff also paid its respects with a Gladstone bag presented in its behalf by H. B. Miller.

Latest Cisco Kid Before Cameras

Latest of the highly successful Cisco Kid movies, produced by Philip N. Krasne for United Artists release, has been titled San Lorenzo and is now before the cameras at Pioneertown, Calif., the little "untouched" western community which serves as a permanent operating base for all the Cisco Kid films.

Duncan Renaldo, who plays the title role and also serves as co-producer for all the Cisco Kid films, and Leo Carrillo, as his inseparable companion-at-arms, head the cast which is being directed by Derwin Abrahams.

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THE PICK OF THE PICTURES

CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 14, No. 44 REVIEWS FROM THE FILM DAILY, NEW YORK $2.00 Per Annum

WHITE HEAT

with James Cagney, Virginia Mayo, Edmond O'Brien.

Warners 114 Mins.

BRUTALLY TAUT ADULT MELODRAMA, PACKS WALLOP. CAGNEY RETURNS TO A GANGSTER ROLE. WALSH'S DIRECTION OF ACTION AND EXCITEMENT WILL LEAVE 'EM LIMP.

James Cagney has been issued a new number from the files of public enemies and he has assembled a new mob for a fresh career which emerges in White Heat, a brutally taut melodrama dripping with blood, decorated with corpses, gunplay, slugging matches and psychiatry. It is not a pretty spectacle. But it is the Cagney of years ago, and the show packs wallop after wallop leaving the audience limp at the conclusion.

Leaving a trail of hot clues behind after holding up a train and murdering part of the crew, Cagney and his mob hole up. Treasury agents are after Cagney and he is almost taken, but manages to escape. His plan is to give himself up for a minor hotel stickup pulled by someone else and get off with only a few years. The Treasury men become aware of this and plant O'Brien in the same prison.

Meanwhile Cagney's wife, Miss Mayo, has taken up with Steve Cochran. The grapevine brings news to Cagney that his mother has been killed by Cochran—shot in the back. This causes him to throw an insane fit, by means of which he escapes.

Cagney is soon in business again after he has disposed of Cochran, slapped Miss Mayo into forgiveness and shot Paul Guilfoyle to death in the trunk compartment of a car. He plans to knock off a big job in a chemical plant by hiding in a tank truck with his men — O'Brien included — thus entering the grounds. O'Brien, fully aware of what's up, had previously planted an electric oscillator in the truck which gives out signals. The police locate the truck. A wild sequence follows with the police eliminating most of the gang. Cagney mounts to the top of a storage tank to give battle. He is killed with a sniper's rifle and then explosively cremated when the tank goes up.

CAST: James Cagney, Virginia Mayo, Edmond O'Brien, Margaret Wycherly, Steve Cochran, John Archer, Wally Cassell.

CREDITS: Producer, Louis F. Feldman; Director, Raoul Walsh; Screenplay, Ivan Goff, Ben Roberts; Suggested by a story by Virginia Kellog; Photography, Sid Hickox.

DIRECTION: Rousing.

PHOTOGRAPHY: Good.

Ont. Exhibs Hear Trade Praised

Theatre men were making "a great contribution in enlightening and educating our youth," the Honorable William Goodfellow, Minister of Public Welfare of the Province of Ontario, told those at the luncheon of the Motion Picture Theatres Association of Ontario in Toronto. He lauded the work of the Variety Club for its interest in charity and as an example of citizens accepting responsibility for providing the community's needs.

"There is a trend now in which people are expecting more and more for less and less — and particularly from the government, which, after all, is you," he said.

The minister quoted O. J. Silverthorne, head of Ontario's theatre and film bureau, as saying that there are 335,575 seats in the province now. This indicated the growth of the industry. "The Provincial government is always ready to offer its best in the way of co-operation," he concluded.

Controller Alan Lamport, representing the Mayor of Toronto, touched on the matters affecting the daily operation of Toronto theatres during his address. He was against the removal of signs and marquees, as well as being opposed to killjoy legislation. Speaking of smoking in theatres, he said: "If that is part of the amusement of the people, what's wrong with it?" Anti-smoking rulings and legislation should be delayed until safety film stock becomes common, then a test should be made to determine to what extent fire danger had been reduced.

Chairman Dick Main commented that other Ontario municipalities often followed Toronto in theatre legislation, since the Queen City has one-fifth of the province's theatres.

Others who spoke were Morris Stein and Ray Lewis, the latter representing the trade papers. Both stressed the importance of the newly-formed Motion Picture Industry Council of Canada.

At the head table were (beside those mentioned earlier in this report) Matt Park and Leroy Chown of Calgary, representatives of the Alberta Theatres Association.

Cary Grant Signed

Cary Grant has been signed by MGM for the lead in Crisis.

SWORD IN THE DESERT

with Dana Andrews, Marta Toren, Stephen McNally.

Empire-Universal 100 Mins.

POTENT DRAMA IN PALESTINE SETTING GENERATES HIGH BOXOFFICE VOLTAGE. MASTERPIECE OF TENSE ACTION CONVEYS FEELING OF TREMENDOUS URGENCY. TOPS IN EVERY DEPARTMENT OF FILM MAKING.

Universal-International has tapped precious boxoffice ore in reaching into the recent Palestine situation for the material for a motion picture of broad human appeal.

The modern-day struggle in the Land of Christ has inspired the production of a film that reaches the summit of drama. The production carries its story forward with a breathless urgency and a drive that are creative of a first-line piece of entertainment and of a human document of tremendous import. The tale of a battle of wits and power between the British and a group of native patriots striving to set up a homeland in Palestine for Jewish refugees is spun with tenseness and a fierce concern for the dramatic that will hold the audience interest rooted through every twist and turn of the plot, into the building of which has gone an inexhaustible fund of incidents productive of suspense and excitement.

The film also is notable for its display of action. This is understandable since the director is George Sherman, who has behind him long experience in the school of action films. Sherman has given an outstanding demonstration of the value of movement and commotion in the creation of dramatic impact on the screen. It is of a kind to lift him to the top of his career as a director.

The film has a solid story to sell — a story in which the aspirations of a long-suffering people are conveyed in terms of the experiences of a small band of Jewish underground in trying to save a boatload of smuggled refugees from being captured after being smuggled into Palestine via sea.

Dana Andrews, American captain of the ship in which the refugees are brought to the Holy Land, is very much the villain of the piece because of his concern more for the cold cash involved in the transaction than in the part he is playing in advancing a great human cause — a cause in which are at stake the happiness, even the very lives of countless Jews yearning for admittance to Palestine. The plight of the refugees is none of his business — an attitude which is changed when, forced to accompany the illegals and their protectors, he comes to understand the decency, worthiness and justice of the Jews' striving for a homeland of their own.

The change of character is accomplished with conviction and with dramatic effect that are commendable. The conversion calls for great soul-searching by Andrews. It is achieved after a thoughtless act that results in the capture of the refugees and the underground band. When Andrews is faced with the hard choice of going to jail to his financial ruination or being set free at the price of disclosing the identity of the leader of the underground long sought by the British, he accepts prison to betrayal. The plot is resolved happily in a climax of furious excitement in which the prisoners are liberated by a handful of underground fighters in a give-'em-hell battle with the captors.

There is romance of a sort between Marta Toren, who broadcasts for the underground, and Stephen McNally, a Jewish patriot accompanying the Jewish refugees from Bari, Italy, to Palestine. Fortunately for the authenticity of the film, the love element has been kept much in the background.

The earnestness with which the story is told is reflected in the acting of the players. The intensity of the playing of Andrews, Miss Toren, McNally and Jeff Chandler, to name but a few, is noteworthy.

CAST: Dana Andrews, Marta Toren, Stephen McNally, Jeff Chandler, Philip Friend, Hugh French, Liam Redmond, Lowell Gilmore, Stanley Logan, Hayden Rorke, George Tyne, Peter Coe, Paul Marion, Martin Lamont, David Wolfe.

CREDITS: Producer, Robert Buckner; Director, George Sherman; Screenplay, Robert Buckner; Photography, Irving Glassberg; Art, Alexander Golitzen, Bernard Herzbrun; Sets, Russell A. Gausman, A. Roland Fields; Editor, Otto Ludwig; Sound, Leslie I. Carey, Glenn E. Anderson.

DIRECTION: Fine.

PHOTOGRAPHY: Fine.

AA Buys Original

Allied Artists has bought "Maid for a Man," an original by Joseph Hoffman and Matt Brooks, as the company's first starring vehicle for Florence Marly.

'Baron Of Arizona'

Ellen Drew has been signed for the feminine lead opposite Vincent Price in Baron of Arizona, which Carl K. Hittleman will produce for Lippert Productions.

WM. SUMMERVILLE, JR.
Co-chairman of the Arrangements Committee for the opening of Variety Village.

JARO Of Canada Says Biz Good

Business of the J. Arthur Rank interests in Canada was at "a very satisfactory level," Hon. J. Earl Lawson, KC, president of the J. Arthur Rank Organization of Canada Limited, said here last week. He noted that the organization in this country had been set up from the beginning as a self-contained operation with the emphasis on Canadian management and that it had always functioned on that basis.

"Both gross revenues and net earnings on the theatre side for the first nine months of this year have held above 1948," Lawson stated, "and as the report of the Dominion Bureau of Statistics shows, the box office receipts of the Canadian film industry last year were the highest in its history."

This earning situation applied to the Odeon circuit as a whole, he said, including both directly-operated theatres and those operated as joint enterprises. The major construction program announced in 1945 had now been completed and all scheduled new theatres were in operation.

In addition to theatres, Lawson said, there were two other divisions of the Canadian J. Arthur Rank Organization. Film distribution, in which the senior company was Eagle-Lion of Canada, had been materially expanded in September last by the acquisition of additional franchises for the distribution of both British and American films with a consequent large increase in the number of theatres serviced. The third division was concerned with equipment.

RKO's 'Gun Thunder'

Tim Holt and Elaine Riley will have the starring roles in RKO's Gun Thunder.

Variety Village

(Continued from Page 1)

Jr. and Stanley Gosnell. The meeting also elected chairmen of the various committees, who met two days later at Variety Clubrooms for the selection of those serving on them.

Very few Ontario events of recent years have attracted as widespread attention as the impending opening of Variety Village, which project has occupied the thoughts of amusement people and held the imagination of the public. The Variety Club of Toronto, in which showmen from other parts of Canada hold membership, desires to surround the opening ceremonies with a spirit that will not soon be forgotten.

The following are the committees and their chairmen:

Traffic and Decorations: Raymond Allen.

Luncheon at the Fiesta Room: Archie J. Laurie.

Invitations: J. Maitland MacIntosh.

Speakers: Tom S. Daley.

City Hall Reception for Danny Kaye: Don Summerville.

Archives: Dan Krendel.

Physical Setup at Village: Jim Cameron.

Newsreel, radio and press men from the United States and Canada will cover closely both events which have attracted so much interest — the personal appearance of Danny Kaye at the Imperial Theatre on the night of the 17th and the opening of Variety Village on the day before.

Kaye will be flown to Toronto from Chicago on Trans-Canada Airline's "The Danny Kaye Special" — as a banner will proclaim. A delegation will attend his departure, and another, made up of a Variety motorcade, Warner Pathe and Associated Screen News cameramen, dignitaries and press and radio people, will meet him on his arrival at Malton Airport. A press and radio party will be held on the evening of his arrival on Tuesday, November 15th.

The next day he will be given a civic reception at the City Hall at noon, ariving there with a parade of Variety cars. From there he will proceed to the luncheon in his honor at the Variety Club, after which he and his Variety escort will move on to the Village for the 3 p.m. opening. In the evening he will make several appearances at the Royal Winter Fair.

On Thursday he will make a brief appearance at the luncheon of the Council of Jewish Women and then another at a play being presented by the Canadian Council of Christians and Jews.

The show at the Imperial will climax Danny's Kaye's visit to Toronto. Demand for tickets made on club members by their friends following the first announcement that Kaye would appear was so great that a block had to be set aside for public sale.

— Short Throws —

AMOUNT of Canadian coverage in weekly newsreels was praised by the CBC's "This Week at the Movies" broadcast. Special mention was given Paramount in this respect and the program regarded it as "not only heartening to Canadians but . . . also illuminating to the people of other countries."

SPECIAL guests of the Hollywood, Toronto, were the members of the Huggett family of Long Branch when Bill Watt, manager, invited them to see the J. Arthur Rank comedy, Here Comes the Huggetts. The Canadian family is now anxiously waiting to see future films in the series of their London namesakes.

TOPPER in exploitation was the recent campaign put on by the Odeon-Toronto for its forthcoming J. Arthur Rank film, Adam and Evelyne, feature of which was the presentation of a gift McIntosh apple to each patron leaving the theatre the week before the opening of the picture.

GRATITUDE of his home town was finally expressed to George W. Norgan, West Coast millionaire and donor of the Norgan Theatre in Palmerston, Ontario. He had been unable to attend the opening of the theatre two years ago and he was accorded an official reception in the theatre on his first visit recently.

MANAGER of the Avon and Classic Theatres in Stratford, Ontario, is now Jack Wellard, formerly district supervisor in Smith Falls for Theatre Holding Corporation.

LATEST release in the National Film Board's Canada Carries On series is Old Songs—Young Hearts. Film deals with Montreal's "Order of Good Cheer," founded in 1946 and based on Samuel de Champlain's "L'Ordre de Bon Temps," which he started in Port Royal 350 years ago. However, the modern group searches for old folksongs and folklore instead of the wild game for which that Champlain's men vied.

STANLEY GOSNELL
Co-chairman of the Arrangements Committee for the opening of Variety Village.

CBC TV Policy Satisfies Main

The policy of the Canadian Broadcasting Corporation with regard to television was considered by him to be sound, H. C. D. Main, president of the Motion Picture Theatres Association of Ontario, told the annual business meeting of the representatives of the great majority of Ontario's 511 theatres. TV, reduced fees for smaller theatres, the need of 16 mm. regulations and unsuitable pictures were among the subjects discussed in his annual report.

Main emphasized that his TV views are personal. He endorsed the cautious approach of the CBC and said: "Certainly as an exhibitor I am satisfied to wait a while yet for television," which, he had noted, "was still around the corner in Canada."

If the CBC program policy parellels its radio program policy, he said, "we may find a large proportion of television time in Canada is devoted to cultural and educational material with no heavy emphasis on mass-audience entertainment. If so our lot may be happier than that of our American exhibitor friends. We may find that for some time anyway we will do the entertaining and the CBC will do the educating."

He revealed that the directors had empowered him to arrange an interview with Premier Frost in order to place before him the need to put all places where motion pictures are presented commercially under the supervision of the Theatre Inspection branch and suitable laws drawn up.

Also of interest was the report of A. H. Jolley, executive secretary. He thanked the trade press for its co-operation.

Among the business was the ratification of various resolutions and principles offered and passed at the recent Ottawa conference of the Motion Picture Industry Council of Canada.

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